

*Souvenir  
Program*

**"LADIES BE SEATED"**

*Starring*

**AUNT JEMIMA**

*The Pancake Queen*

**JOHNNY OLSEN**

*and All the Gang*

*Broadcast from*



**AMERICAN BROADCASTING  
COMPANY**

**Monday through Friday  
3:30 P. M. to 4:00 P. M.  
Eastern Time**

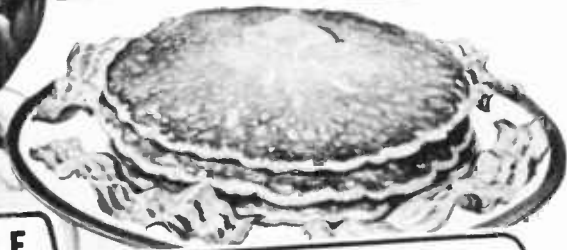
*And here she  
is Folks! The  
Pancake Queen  
Herself!*



*Howdy Folks!  
and thank  
you Mr. Olsen!*



*Mornin', Noon and Night  
Dey's a Feastin' Delight*  
**AUNT JEMIMA  
PANCAKES**



**RECIPE**

*Easy! Delicious!*

**Try Orange Honey on Aunt Jemimas**

- 1 cup honey
- 1/2 cup orange juice
- 1 teaspoon grated orange rind
- a pinch of salt

Combine and serve hot or cold on light, fluffy Aunt Jemima Pancakes. Mmm!

Aunt Jemimas are easy to fix, because they're ready-mixed. Just add milk or water, stir and pop 'em onto the griddle.



**GET THE RED BOX FOR  
PANCAKES AND WAFFLES**

## WHAT MAKES JOHNNY OLSEN TICK

The secret of Johnny Olsen's success as a radio emcee is that, unlike lots of his contemporaries, he laughs with people, not at them.

Real proof of the effectiveness of this technique is the good natured laughs which fill the Monday through Friday broadcasts of "Ladies Be Seated," heard over the American Broadcasting Company at 3:30 p. m., E.S.T. Johnny is the guy who asks the "Ladies" to be seated. Then, he has them rolling in the aisles as he unfolds his bag full of stunts for the audience.

Instead of capitalizing on human idiosyncrasies for humor, Olsen counts on good fun to make his show go over. And he ought to know what it takes, for in radio he has filled almost every chore in the broadcasting business during the 17 years he has spent in it.

Only 34 now, Olsen entered radio at 17, having briefly worked for some 4 years as a typist, jeweler's helper and drug clerk. One of 11 children, parents of Norwegian descent, he had to help support the family at an early age.

Once he had found his vocation, Johnny lost no time in learning all of its angles. After a year before the mike as the "Buttermilk Kid" at a station in Madison, Wisconsin, he went to KJDA in Mitchell, South Dakota. Here he did all the managing, selling, announcing, singing, entertaining, continuity and janitorial chores. On the side he preached a morning religious service.



It's the "Clown-prince" of jesters himself. Who is it, folks? Johnny Olsen! . . . that sunshine-scatterer who makes millions forget their troubles.

Never one to loaf, Olsen directed an orchestra, built a bus and transported the band to Chicago to make recordings.

He next moved to WTMJ, Milwaukee, where he served first as an announcer and singer and later broadcast and presented his own variety show which eventually took him to Hollywood for a year.

Olsen came to New York in January, 1944, as a staff announcer for the American Broadcasting Company. Recognizing his abilities as an emcee, the Network assigned him to "Ladies Be Seated," through which he has created a large and enthusiastic following.

Johnny's birthplace was a tiny town—Windom, Minnesota. He is 5 feet 9 inches, weighs 170—has dark hair and blue eyes and is unmarried. Although he doesn't smoke, he's a push-over for coffee nerves. With recording his

*Easy to fix...  
easier to eat*  
**AUNT JEMIMA  
BUCKWHEATS**



*Just add milk,  
stir and pop 'em  
onto  
the griddle!*



For  
taste-temptin'  
Buckwheats  
get the  
yellow box

## WHAT MAKES JOHNNY OLSEN TICK

hobby, he owns a complete portable recording outfit that can operate from an automobile if necessary. With this equipment he has toured 42 states, Mexico and Canada, making recordings of the entire trip.

It is this wide range of experience and travel which have given Johnny his wonderful understanding of humanity. This is reflected daily in his interviews on "Ladies Be Seated." It is this sympathetic appreciation of his many and varied contestants; his faith and ever-ready wit which have endeared Johnny to so many millions from one end of the country to the other. Emcees may come and go but Johnny seems destined to go on forever bringing joy and happiness.

This is a thumbnail sketch of a lovable character who loves people; a man who brings joy and happiness five days a week and whose voice is known to millions when he says, "Ladies Be Seated."



Mrs. Virginia Heffernan of Lawrence, Mass. (shown here with her daughter, Patricia) has plenty to smile over! She sang one song on "Ladies Be Seated," and Aunt Jemima and Johnny Olsen rewarded her with expensive, glamorous clothes and costly jewelry accessories.





## THE LEGEND OF AUNT JEMIMA

Gracious living was the keynote of life at Higbee's Landing where, legend has it, the original Aunt Jemima was a mammy cook.

Even in those days, noted as they were for fine eating and lavish entertainment, the fame of Colonel Higbee's cook spread far and wide throughout the South. Guests flocked to the home of her master to taste the delicacy for which Aunt Jemima already was famous.

That delicacy was pancakes—light, fluffy and golden-brown—which the beaming Aunt Jemima prepared herself in the great kitchen. When the moment came, the fragrant, tantalizing stacks of cakes would be proudly served to Colonel Higbee's hungry guests.

The sight of the delicious pancakes, topped with melting butter and rich, golden syrup, brought forth such enthusiastic praise that Colonel Higbee would call Aunt Jemima herself in from the plantation kitchen and praise her before his guests.

Invariably, the delighted guests

would try to induce their own cooks to make pancakes as good as Aunt Jemima's. But no one ever was able to match their fluffy, mouth-watering goodness—so closely did Aunt Jemima guard her secret recipe.

Today, millions of families are able to enjoy delicious Aunt Jemima Pancakes and Buckwheats. For Aunt Jemima's secret recipe has been preserved for all to feast upon—a special mixture of four kinds of flour blended with other ingredients according to her own formula and packed in a gay red-and-white package.

The famous Aunt Jemima Ready-mixes for Pancakes and Buckwheats are a national treat, made available to everyone through the facilities of The Quaker Oats Company. Served with bacon, sausage, ham, jelly or syrup, and bathed in golden melted butter, Aunt Jemima pancakes and all the "fixin's" are a breakfast favorite with every member of the family—a treat that goes well at luncheon and as a different, easy-to-prepare supper feast.



**“You Know, Dear, After That Big Bowl of Quaker Oats  
I Feel Like Wrestlin’ with a Bear !”**

Of course, Quaker Oats can’t quite guarantee you an even chance with a grizzly! But if you have the more usual problems of keeping up energy and fighting fatigue in a busy life—try energy-boosting breakfasts of delicious hot Quaker Oats! Whole-grain oatmeal is richer than other natural cereals in Vitamin B<sub>1</sub>, the anti-fatigue “energy” vitamin—in energizing Food-Iron—in Food-Energy itself! And in Protein, the great stamina element, too! Start all your busy days with a Quaker Oats breakfast!

*Quaker Oats and Mother’s Oats  
are the same*



# **QUAKER OATS**

*The World’s Best-Tasting Breakfast Food*





### **Aunt Jemima, Johnny Olsen and All the Gang**

In the beautiful theatre studio on the sixth floor of New York's Radio City every day, Monday through Friday, the auditorium is packed with an enthusiastic audience watching the broadcast of "Ladies Be Seated." On the stage are people drawn from the audience to participate in the

many acts which cause smiles and laughter from coast to coast. Good fun, clean fun, hilarious fun is the reward of millions who count "Ladies Be Seated" among their favorite daytime programs. As a sure way to "chase the blues" listen to "Ladies Be Seated" every day.



# WHEAT SHOT FROM GUNS

**IS BREAKFAST GRAIN MADE GAY AS A PICNIC!**



MOTHER, to tempt your family with a nourishing breakfast that's inviting and delicious serve these tasty breakfast grains, shot from guns, with milk and fruit.



NATURAL GRAIN AMOUNTS of Vitamin B<sub>1</sub>, Niacin and Iron are restored in Quaker Puffed Wheat Sparkies. A good idea. For they're not only good, but good for you.



SO POPULAR are these glorified grains that folks are eating more servings now than ever before. Make these famous grains SHOT FROM GUNS your choice from now on.



# QUAKER

**PUFFED WHEAT SPARKIES**  
**PUFFED RICE SPARKIES**

## Where Our Singing Stars Come From

Attractive Mrs. Kay DuBois of East Orange, New Jersey, exchanging comments with Johnny after receiving gifts from Aunt Jemima. Mrs. DuBois was a church singer for several years, took part in local amateur dramatic shows, and had a small role in a Luise Rainer production. Her husband, who is in the advertising business, thinks she is wonderful on the stage. They have been married four years.



(Right)

This is Mrs. Carole Kirk of Clifton, N. J., who received gifts from Penny and Johnny Olsen after participating in the program as a singing housewife. Mrs. Kirk is married to a Red Cross Field Director who served with the British Eighth Army in North Africa and Italy. She and her childhood sweetheart were married in Canada three years ago.



Meet Mrs. Mary Lewis of Lake Carmel, N. Y. Her hobbies are her two year old son, Barry, singing with the Putnam County Choral Society and flying. Her husband is employed as an aircraft mechanic and also flies.



Pert Mrs. Lillian Wojciechowicz of the Bronx, N. Y., has been married four years to a former staff sergeant in the famous 82nd Airborne Division. Husband Stanley has been working as a butcher since his discharge.



Mrs. Chilton S. Price is overwhelmed by the lovely gifts she received for singing on the program. The Prices have been married for eleven years and have one daughter. They live in Louisville, Kentucky.

(Left)



Mrs. Elouise B. Blomgren's interest in dramatics resulted in her meeting her future husband after he had seen her play a leading role in an amateur production in Boston. The Blomgrens live in Minneapolis.





These veterans of the South Pacific were asked to give their impressions of the Hula. Then Miss Momi Kai of the Hotel Lexington's New York Hawaiian Room joined them and is refreshing their memories of the Magic Island's hula technique.



The blindfolded woman is under the impression that she is about to rub noses with a star of the stage, screen or radio. The star is impersonated by that master mimic, Bob Hopkins, who is shown at the right holding the hand mike.



The lady finds that instead of rubbing noses with a famous star, she was actually in contact with her own husband!



This woman, also blindfolded, is attempting to identify her husband by feeling the features of three male contestants, of whom one is her husband, through paper bags. Each time she touches one of the bags, she rubs off the colored chalk on the inside of the bag onto the faces of the men.

The men aren't aware of the chalk on their faces. Each believes the joke is being played on the others.

You'll love this  
deliciously *Different* cereal

*Toasty! Tasty! Tender!*

# Muffets

\* THE **ROUND** SHREDDED WHEAT



MUFFETS are toasted all over;  
as tender as can be,  
They're just the way that whole wheat  
really ought to be



It's a real  
STORY-BOOK CEREAL  
get some *Today!*

The sweet whole wheat flavor  
is a new cereal delight  
You'll shout "encore" for MUFFETS  
with each delicious bite



\*  
Don't just ask for shredded wheat  
Ask for MUFFETS  
The *ROUND* Shredded Wheat

## HOW TO USE STUNTS ON "LADIES BE SEATED" FOR FUN AT HOME

### *Penny Pick-Up*

Standing at attention with toes apart, place a penny on the floor beside the middle outside of your left foot. Now, without moving either foot from its position, entwine your left arm around your left leg, on inside behind the ankle. Then, bring around over the shoe and with the fingers pick up the penny. The right hand must not touch anything for support. It is permissible to lift the heel of the left foot.

### *Tight Rope Walking*

Stretch out along the floor a 12 or 15 foot length cord. Now, stand with both feet on the cord, toe to heel. Then, look through the large end of a pair of opera or field glasses and try to walk the length of the cord, without stepping off.

### *Backside Down Crawling*

This stunt is sure to create an uproar. The idea is to lie on the floor on your back. Then lift your body up and support yourself with the soles of your feet and the palms of your hands only. Then, without losing your balance or touching the floor with your back at any time, you must crawl in the direction in which your head points over a designated course. Exciting races can be run in this manner with as many contestants as the width of the room permits.

### *Blindfold Feeding*

If you want an especially ludicrous act, blindfold two of your guests and have them stand facing each other with their toes touching. Give them half a cream puff and instruct each to feed the other. Needless to say, overalls or smocks had best be worn by

the participants and it would also be well to protect your rug or hardwood floor with a sheet or oilcloth.

### *Candy Race*

Here is a special favorite, especially around Halloween time. At the midpoint of a 3-foot piece of button thread, tie candy or a lump of sugar. Have a man and a girl stand opposite each other with their hands behind their back. Now, place one end of the thread in the mouth of the man and the other end in the mouth of the girl. At the word "go" the man and the girl chew their way along the thread until one of them reaches the candy. The first one to grab the candy is declared the winner.

### *Cracker-eating Whistler*

Here is a trick with surprising results. Give each person at the table five or six soda or graham crackers and tell all of them to eat as rapidly as possible and immediately afterwards, without drinking anything, to whistle "Over There" or some popular song. The prize goes to the first person who does so without blowing cracker crumbs all over the table.

### *Standing on Newspaper*

This is a trick gag which is most deceiving. Bet you could place a newspaper on the floor in such a way that two persons could stand on it together and yet not be able to touch each other. The easiest way is to put the paper on the floor in a doorway and close the door over it with one person on each side of the door.

### *Siamese Runner*

A man and a girl stand back to back and interlock arms; without disen-

gaging their arms they must run from one designated point to another—the man running forward and the girl running backward. When the second point has been reached, they must return without turning around. The girl runs forward this time and the man backwards. If they trip each other or fall down or become separated, they are disqualified.

### *Kiss the Book*

This one is sure to stump your smartest guest and provide a good laugh for all. Tell your victim to try and kiss a book on the inside and on the outside without opening it. After he or she is convinced that it can't be done, step out the front door with the book, kiss it, return inside and kiss it again.

**One Cereal Suits the Whole Family**

**When You Serve**

# **QUAKER** *ENRICHED* **FARINA**

**Look for the spoon-  
waving baby on the  
bright-yellow package!**

Yes! Here's America's favorite hot wheat breakfast food **AT ITS BEST . . .** creamy white Quaker Enriched Farina. So delicious everybody wants big servings! One ounce of Quaker Enriched Farina contains as much Sunshine Vitamin "D" as a whole teaspoonful of cod liver oil meeting minimum U.S.P. standards.



**THE QUAKER OATS COMPANY**





## MARY ALDEN SPEAKING

*Dear Friends:*

We are the Home Economics Department of the Quaker Oats Company. Our purpose is to help you use the many different Quaker Oats Company's foods to produce well-balanced, easy-to-fix, and delicious meals for your family.

Yesterday, for example, our staff of graduate home economists were busy in our large, sunny kitchen developing tempting syrups and sauces for you to use on Aunt Jemima Pancakes.

Tomorrow we are trying out some of the new, time-saving foods now being developed in our Research Laboratories.

We continually check all Quaker Oats Company's labels to improve both directions and recipes and to be sure they're up to date. Look for these new, easier-to-read-and-use package labels today on your grocer's shelves.

To make it easier for home-makers to plan well-balanced meals, our government has recommended menu-

patterns. Quaker foods fit right into these patterns; as for example in the following breakfast:

*Fruit  
Quaker Cereal with Milk  
Bread  
Butter or Fortified Margarine  
Beverage*

In addition, your breakfast may include Aunt Jemima pancakes or waffles; an egg; bacon or other breakfast meat.

Here's one of our popular recipes for cookies:

### CHOCOLATE CHIP COOKIES

*Makes 3½ dozen cookies*

Time: 12 minutes      Temperature: 375°

½ c. shortening	½ tsp. salt
½ c. brown sugar	½ cup Quaker or Mother's Oats (quick or regular, uncooked)
½ c. granulated sugar	1 seven-ounce pack- age chocolate chips
1 egg	¼ c. chopped nut meats
1 tbsp. water	
½ tsp. vanilla	
¾ c. sifted enriched flour	
½ tsp. soda	



*Enjoy  
this swell  
"New England  
Breakfast"  
of hot  
wheat  
flakes!*

● You'll like Petti-Johns, the tasty flaked wheat cereal for serving hot! Yes, here at last is a cereal breakfast that brings you the important food values of 100% **WHOLE WHEAT**, with the comfort and invigoration of a *Hot Breakfast!*

Remember to buy Petti-Johns today.



## MARY ALDEN

1. Cream shortening; add sugars gradually and cream well.
2. Beat in egg until fluffy.
3. Stir in water and vanilla.
4. Sift together flour, soda and salt and add to creamed mixture.
5. Add rolled oats, chocolate chips and nuts.
6. Drop from a teaspoon onto greased cookie sheet and bake in a moderate oven (375°F.) 12 minutes.

These cookies are an all-time favorite with children and adults alike.

If sweet chocolate is unavailable, two squares of unsweetened chocolate, cut into small pieces, may be used instead.

For a delicious variation substitute 1 cup of salted peanuts for the chocolate chips.

### SEND FOR OUR NEW FREE RECIPE BOOKLETS

We have just finished two new recipe booklets: "Tested Recipes for Every Meal" includes the selected best recipes for all the Quaker cereals. "Aunt Jemima's New Temptilatin' Menus and Recipes" features Aunt Jemima Pancakes and Buckwheat menus, with recipes for delicious syrups and sauces to serve on them. For either or both of these recipe booklets or for other recipes or information about any of the Quaker Oats Company's foods, just address

Mary Alden  
Home Economics Department  
The Quaker Oats Company  
Chicago 4, Illinois

You will hear from us promptly.

*Most sincerely,*

*Mary Alden*

Director, Home Economics Department

*C'mon Sue! It's  
Quaker Cornbread  
Tonight!*

**QUAKER  
CORN MEAL**



## *History of the Quaker Oats Company*

Like so many national manufacturers, The Quaker Oats Company had a small and humble beginning.

The actual start of the now world-famous Quaker Oats Company was in Akron, Ohio, in the year of 1854. It was from a tiny factory that the first oatmeal was introduced to the American public.

The decision to name this delicious oatmeal "Quaker Oats" is indeed interesting.

Henry D. Seymour searched the dictionary for a name for the product. At first he found nothing that appealed to him, but then he reached the conclusion that "Quaker" was a good name to use for this product.

As the use of Quaker Oats became nation-wide, The Quaker Oats Company began to develop other grain products. Puffed Rice and Puffed Wheat, made by an especially developed process, gained nation-wide favor. Then scientific milling of feeds was developed, so that hardly a farm today does not use one or more of the Ful-O-Pep Feeds.

Famous Aunt Jemima joined the Quaker family in 1925. Corn meal, Pettijohn's, Farina, Muffets and many other well known grain products of this famous family are now eaten daily throughout the world.

To produce this vast array of products Quaker plants and grain elevators are strategically placed throughout the country from coast to coast. Untold millions of bushels of America's finest grain crops are used each year. Countless thousands of men and women work in modern factories to prepare Quaker products which are sent throughout the land. Now that the war is over many plants in Europe which were closed are again pouring forth these superb Quaker products. Quaker's history truly marks a century of progress.

While global in use, there has never been the slightest deviation from the rigid restrictions which the name Quaker implied. No matter what Quaker Oats products you use, you can be certain that it is unsurpassed in quality and goodness.

*You are My Sunshine*

